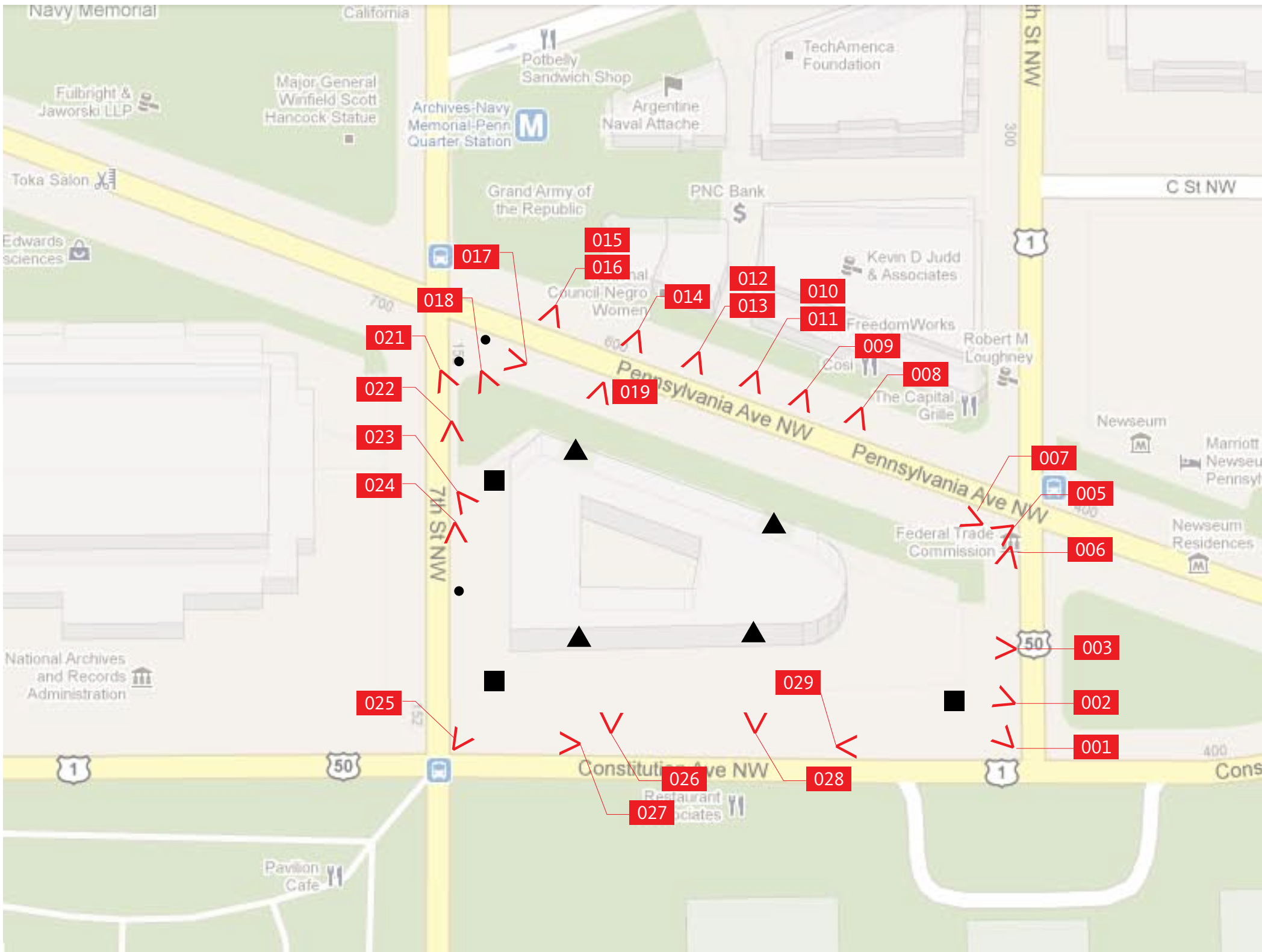


# GSA SIGNAGE SURVEY

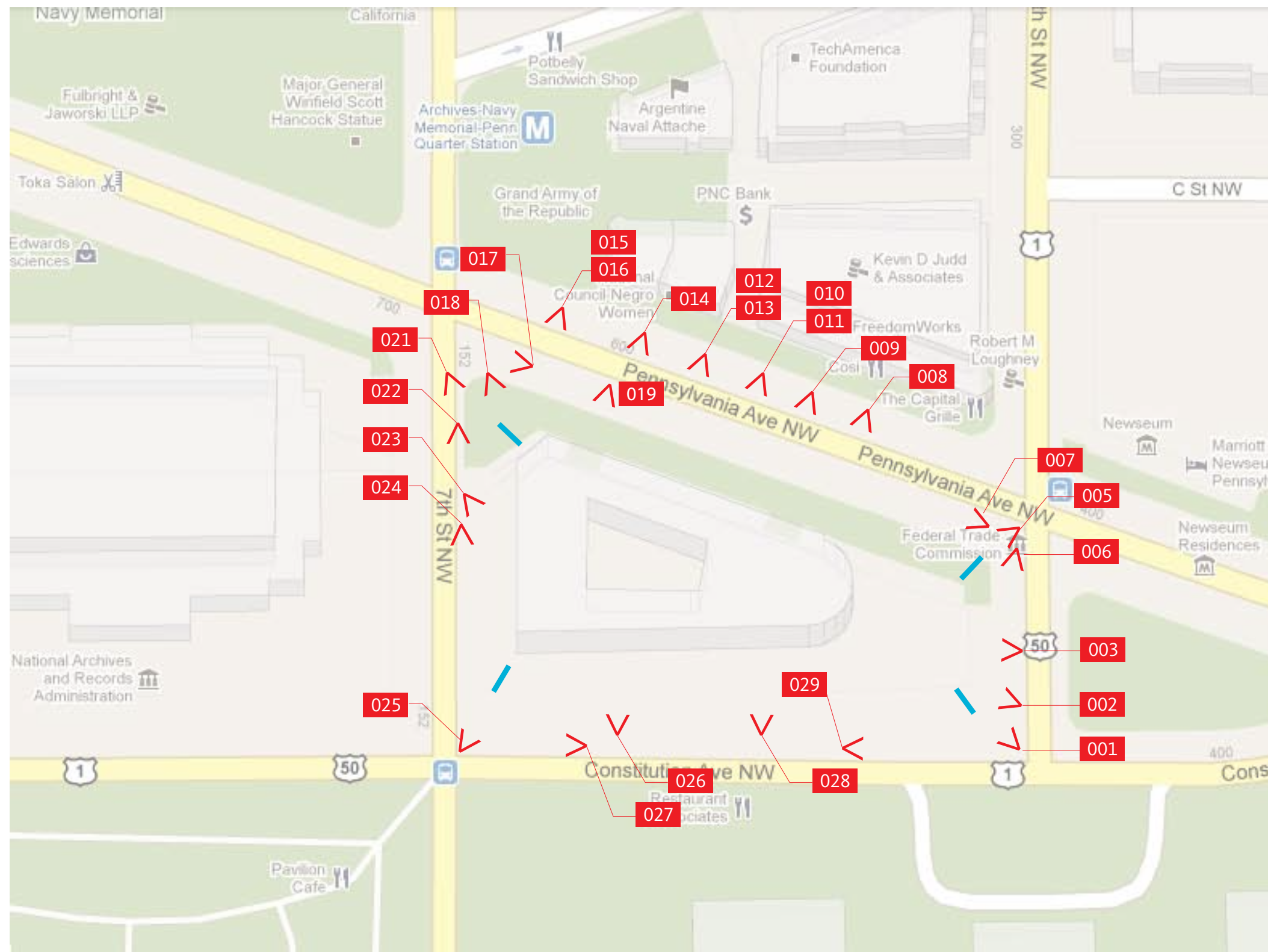
FEDERAL TRIANGLE  
21 FEBRUARY 2011

# Federal Trade Commission



- KEY:
- RIBBON SIGN
  - ▲ ENTRY POINTS
  - BID SIGN

# Federal Trade Commission



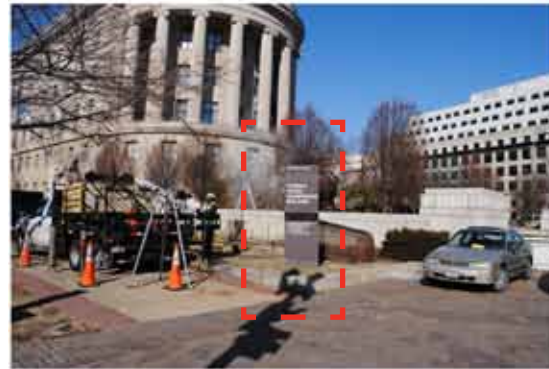
KEY:

■ PROPOSED LOCATION SIGN



# Federal Trade Commission:

REFERENCE PLAN ON PAGE 2



001



002



003



004



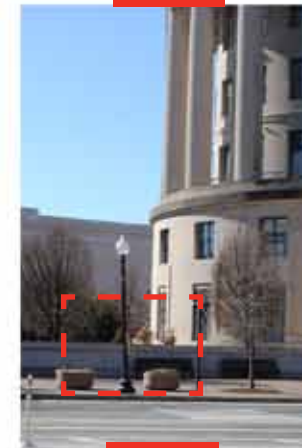
005



006



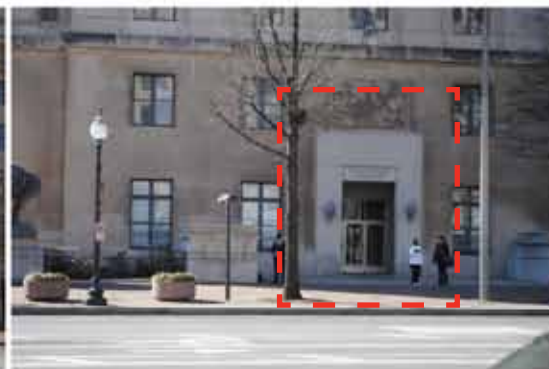
007



008



009



010



011



012

## NOTES:

- 001. Ribbon Sign
- 002. View towards open area
- 003. Building Identity on stone not legible from distance
- 004. *Zoom* into Building Identity on stone
- 005. View of corner of Penn & 6<sup>th</sup>
- 006. View towards Constitution & 6<sup>th</sup>
- 007. View from Penn & 6<sup>th</sup>
- 008. Bus stop on Penn & 6<sup>th</sup>
- 009. View from across Pennsylvania Ave.
- 010. Visitor Entrance
- 011. Building Identity (typographic) above entry doors
- 012. View from across Pennsylvania Ave.

## COMMENTS:

- 007. This corner lacks Ribbon Sign to identify people coming from North of Pennsylvania & East of 6<sup>th</sup> Street
- 010. Visitor entrance has no indication of arrival from Penn & 6<sup>th</sup>

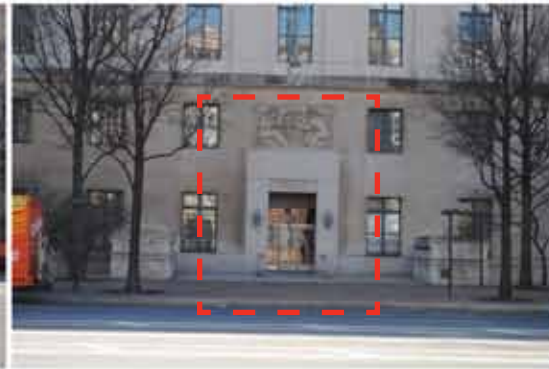


# Federal Trade Commission:

REFERENCE PLAN ON PAGE 2



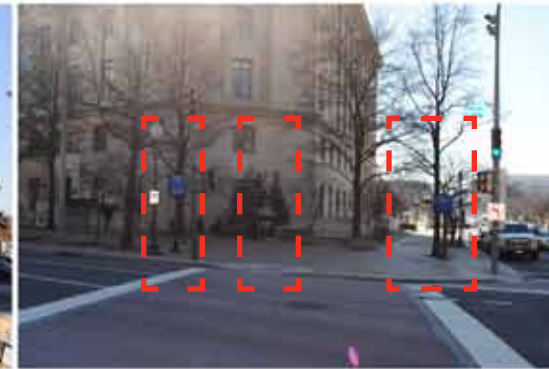
013



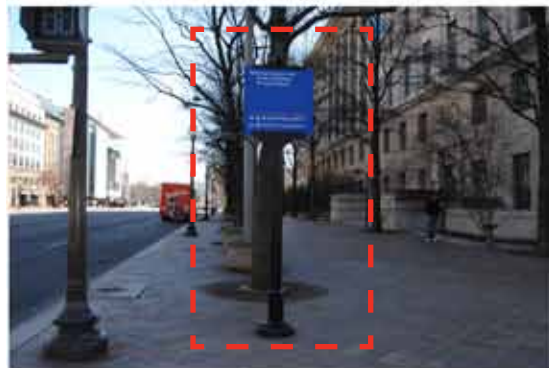
014



015



016



017



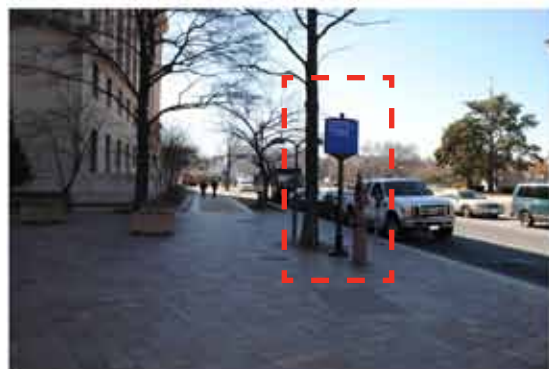
018



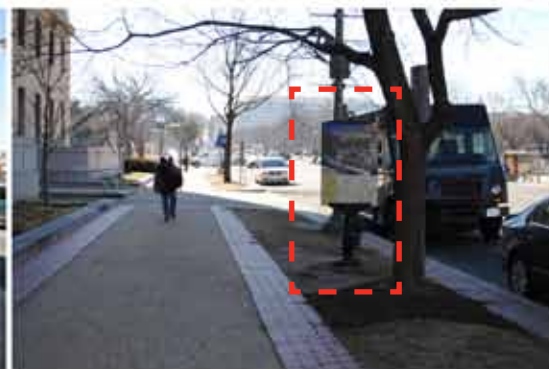
019



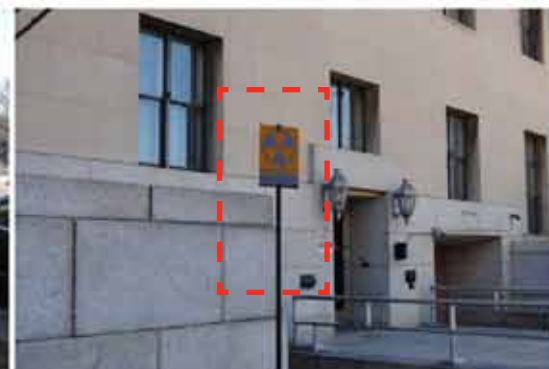
020



021



022



023



024

## NOTES:

- 013. View from across Pennsylvania Ave.
- 014. Accessibility Entry / Typographic ID above
- 015. View of intersection of Penn & 7<sup>th</sup>
- 016. Two BID Signs and Ribbon Sign on Penn & 7<sup>th</sup>
- 017. BID sign on Penn & 7<sup>th</sup>
- 018. Ribbon Sign on Penn & 7<sup>th</sup>
- 019. Historic Plaque
- 020. Typical Identification (typographic) treatment for FTC
- 021. BID Sign
- 022. BID Sign
- 023. Warning signage
- 024. BID Sign

## COMMENTS:

- 014. Accessibility entrance identified in vinyl graphics on glass. We recommend graphics to be standardized across all buildings for consistency.
- 016. Ribbon Sign is adjacent to benches and some foliage. Only one side is visible. We recommend moving it forward, to location that will make it visible from all directions.



# Federal Trade Commission:

REFERENCE PLAN ON PAGE 2



025



026



027



028



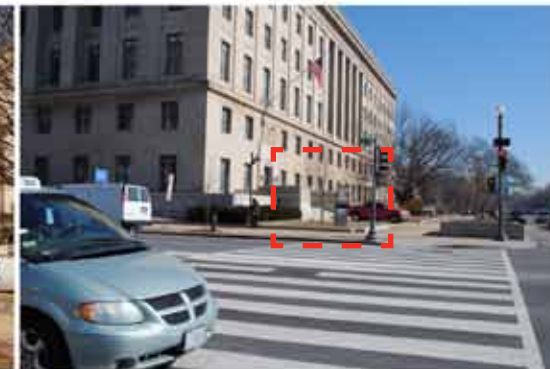
029



030



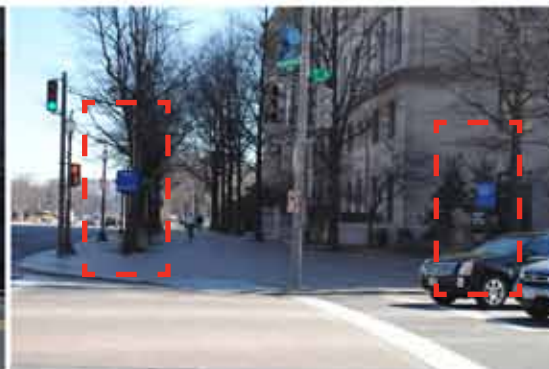
031



032



033



034

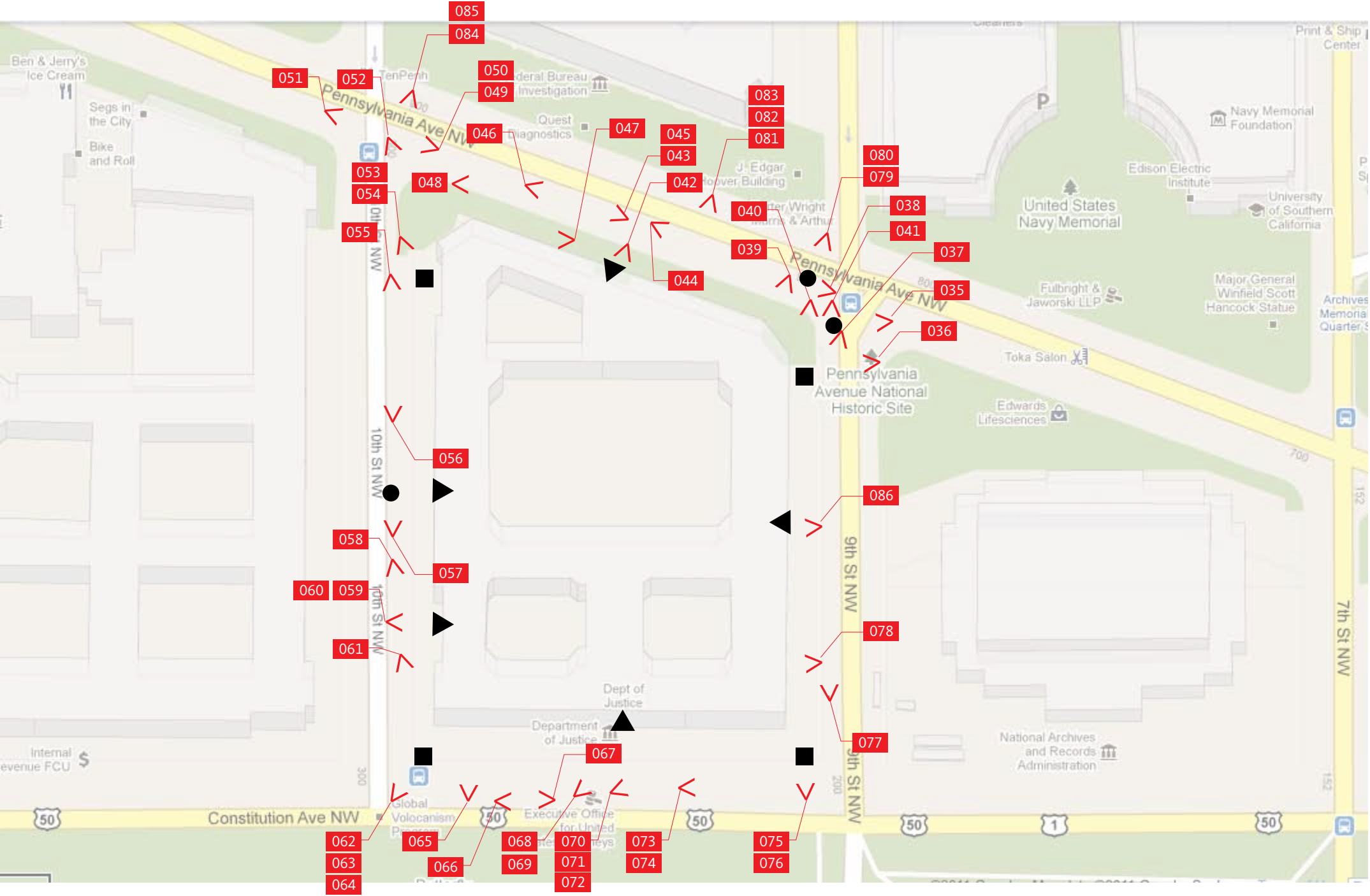
## NOTES:

- 025. Ribbon Sign on Constitution & 7<sup>th</sup>
- 026. Entry point (staff only)
- 027. Bus stop
- 028. Entry point. Temporary signage to redirect visitors
- 029. FTC banners on light post
- 030. FTC banners on light post
- 031. FTC banners on light post
- 032. Ribbon Sign on Constitution & 7<sup>th</sup>
- 033. View towards Penn & 7<sup>th</sup>
- 034. BID Sign & Ribbon Sign on Penn & 7<sup>th</sup>

## COMMENTS:

- 025. Good location for Ribbon Sign. It has visibility from intersection on all sides.
- 028. Temporary sign in front of entry. We recommend developing a flexible sign system that allows for messaging changes to prevent clutter. Standardized vinyl graphics on glass might do the work as well.
- 030. FTC banners on light post work well as wayfinding indicators.

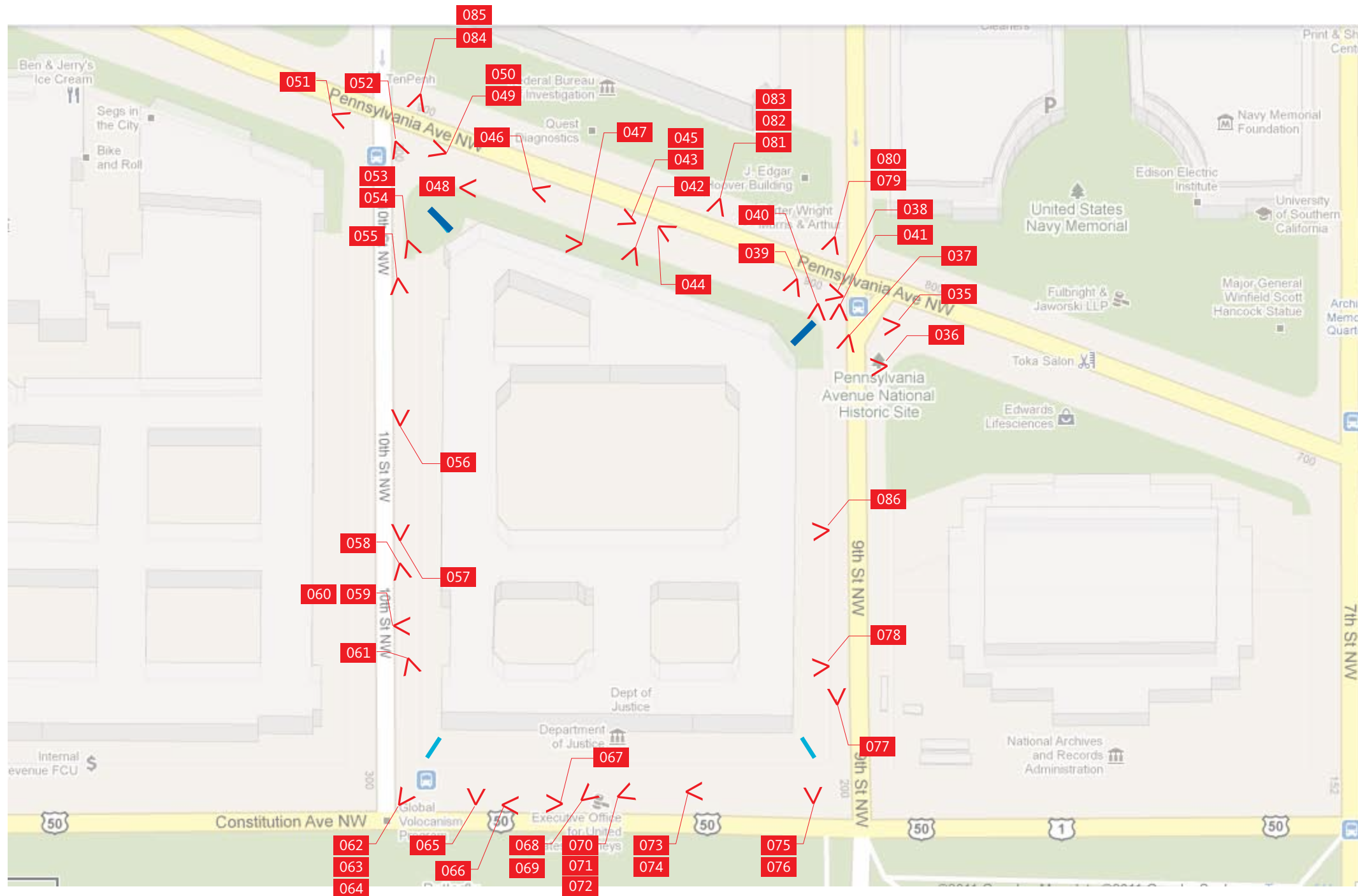
# Department of Justice



- KEY:
- RIBBON SIGN
  - ▲ ENTRY POINTS
  - BID SIGN



# Department of Justice



KEY:

■ PROPOSED LOCATION SIGN



# Department of Justice:

REFERENCE PLAN ON PAGE 6

NOTES:

- 035. BID Sign on Penn & 9<sup>th</sup>
- 036. Ribbon Sign on Penn & 9<sup>th</sup>
- 037. Waterfront Sign on 9<sup>th</sup> towards Constitution Ave.
- 038. BID Sign on Penn & 9<sup>th</sup>
- 039. Building Identification on stone (typographic)
- 040. Ribbon Sign
- 041. BID and Ribbon Sign on intersection of Penn and 9<sup>th</sup>
- 042. Entry point not clearly defined
- 043. Bus stop
- 044. Bus stop
- 045. Bus stop
- 046. Bus stop
- 047. Water fountain
- 048. View of sidewalk towards 9<sup>th</sup>

COMMENTS:

- 042. Entry points are not clearly defined as visitor, accessible or staff



035

036



037

038



039



040



041

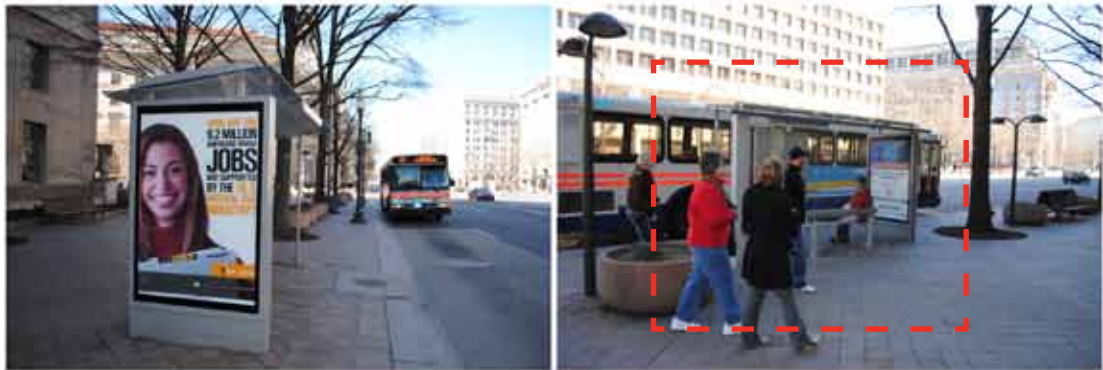
042



043



044



045

046



047



048



# Department of Justice:

REFERENCE PLAN ON PAGE 6



049

050

051

052



053

054

055

056



057

058

059

060

## NOTES:

- 049. Intersection of Penn & 10<sup>th</sup>
- 050. Visitor Center Sign
- 051. Intersection on Penn and 10<sup>th</sup>
- 052. Ribbon Sign (deep on 10<sup>th</sup>)
- 053. View towards Constitution Ave.
- 054. Ribbon Sign
- 055. Bus stop
- 056. View of sidewalk towards Penn.
- 057. BID Sign
- 058. View towards Constitution Ave.
- 059. Entry and Building Identification (typographic) on stone
- 060. Entry and Building Identification (typographic) on stone

## COMMENTS:

- 051. No Ribbon Sign identifying building



# Department of Justice:

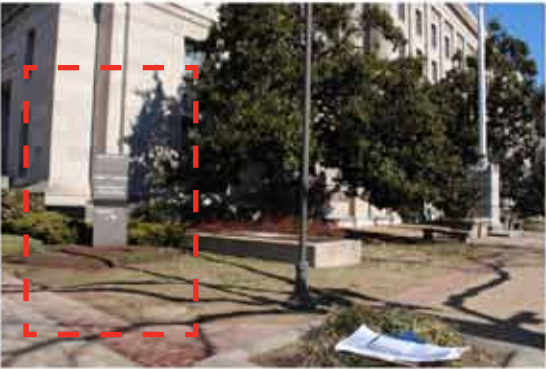
REFERENCE PLAN ON PAGE 6



061



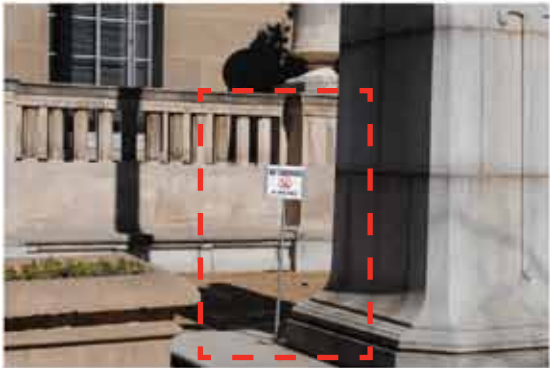
062



063



064



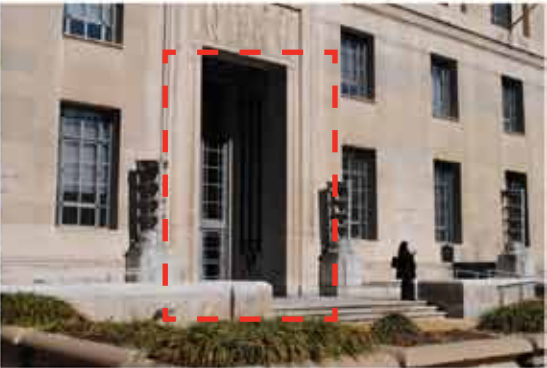
065



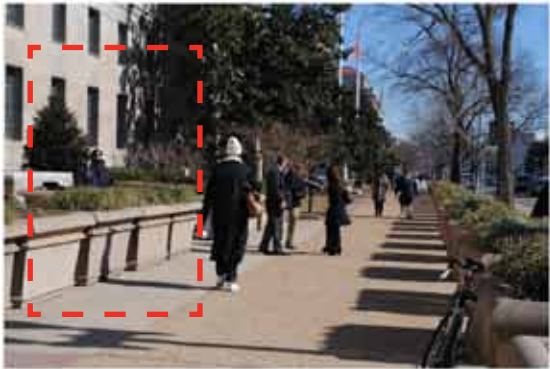
066



067



068



069



070



071



072

## NOTES:

- 061. Ribbon Sign on Constitution & 10<sup>th</sup>
- 062. Ribbon Sign on Constitution & 10<sup>th</sup>
- 063. Ribbon Sign on Constitution & 10<sup>th</sup>
- 064. Ribbon Sign on Constitution & 10<sup>th</sup>
- 065. No Smoking sign - Free standing
- 066. Graphic banners - Not building related
- 067. View towards 10<sup>th</sup> on Constitution Ave.
- 068. Visitor and Accessibility Entry on Constitution Ave.
- 069. Entry on Constitution Ave.
- 070. You Are Here Map of Federal Triangle
- 071. You Are Here Map of Federal Triangle
- 072. You Are Here Map of Federal Triangle

## COMMENTS:

- 061. If new sign is placed in same location, need to ensure legibility
- 068. Visitor entry arrival is not identified
- 070. You Are Here Map is not properly maintained



# Department of Justice:

REFERENCE PLAN ON PAGE 6

NOTES:

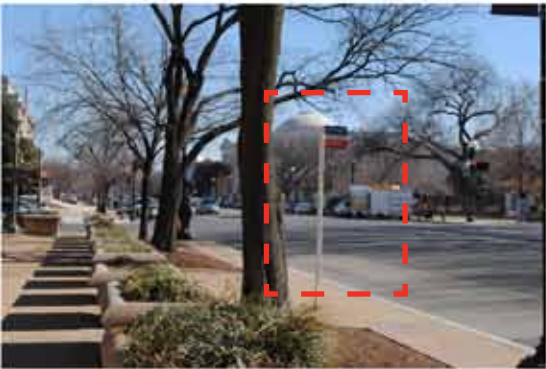
- 073. View of sidewalk towards Constitution & 9<sup>th</sup>
- 074. Bus stop
- 075. Ribbon Sign on Constitution & 9<sup>th</sup>
- 076. Ribbon Sign on Constitution & 9<sup>th</sup>
- 077. Sidewalk view towards Pennsylvania
- 078. Building Identification on stone (typographic)
- 079. View of intersection Penn & 9<sup>th</sup>
- 080. View of intersection Penn & 9<sup>th</sup>
- 081. View from across Pennsylvania
- 082. View from across Pennsylvania
- 083. View from across Pennsylvania
- 084. View from across Pennsylvania
- 085. Intersection of Penn and 10<sup>th</sup>
- 086. Visitor Entry

COMMENTS:

- 085. No BID signage and Ribbon Sign may be too deep into 10<sup>th</sup>
- 086. Visitor entry has no indication of arrival



073



074



075



076



077



078



079



080



081



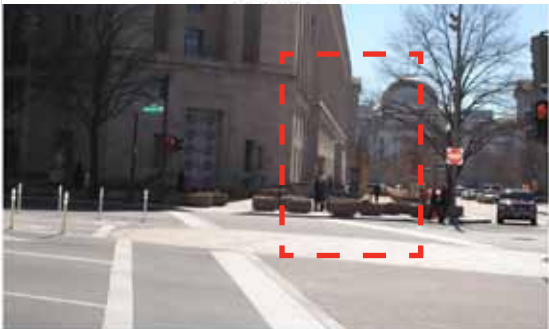
082



083



084



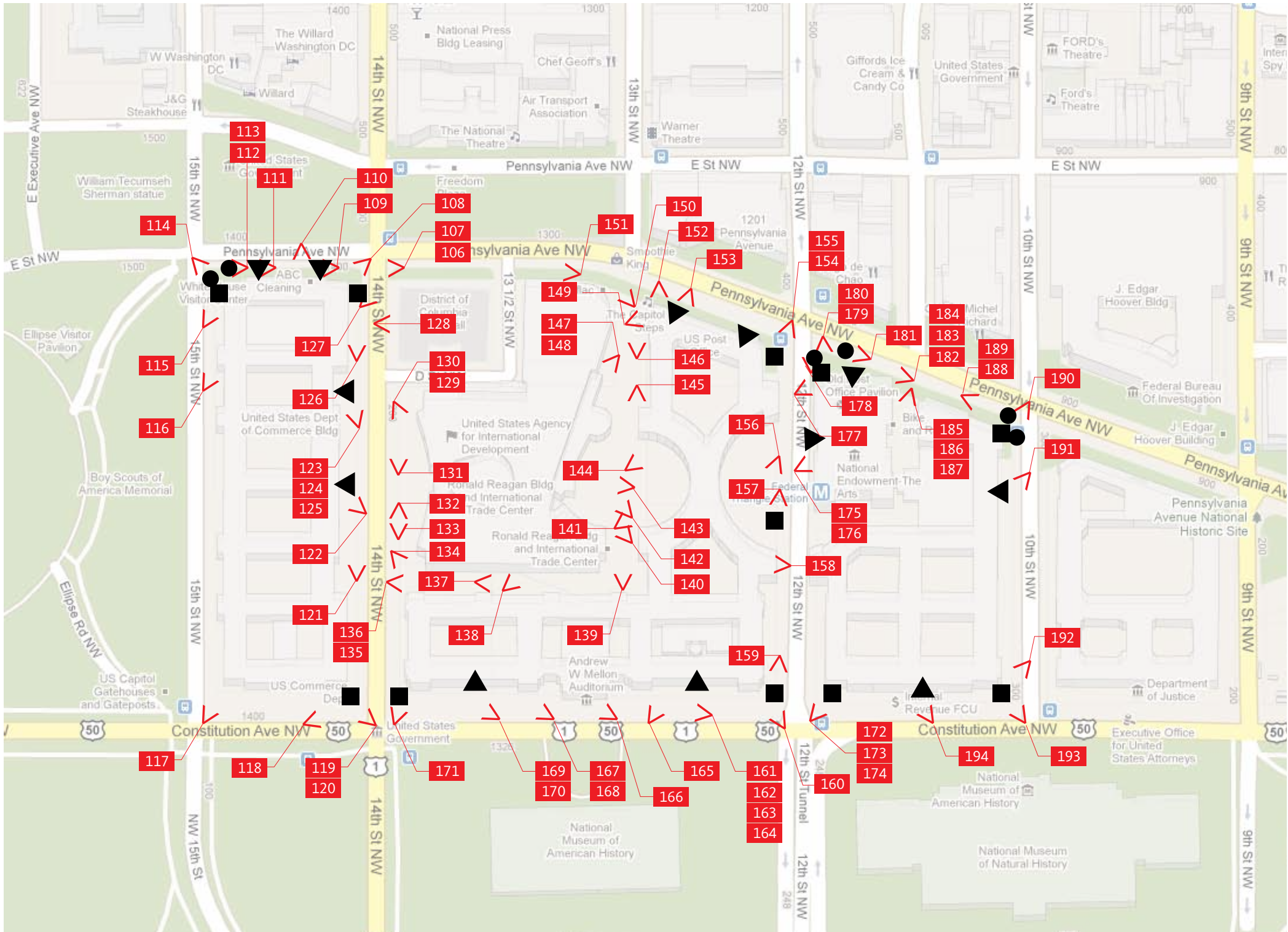
085



086

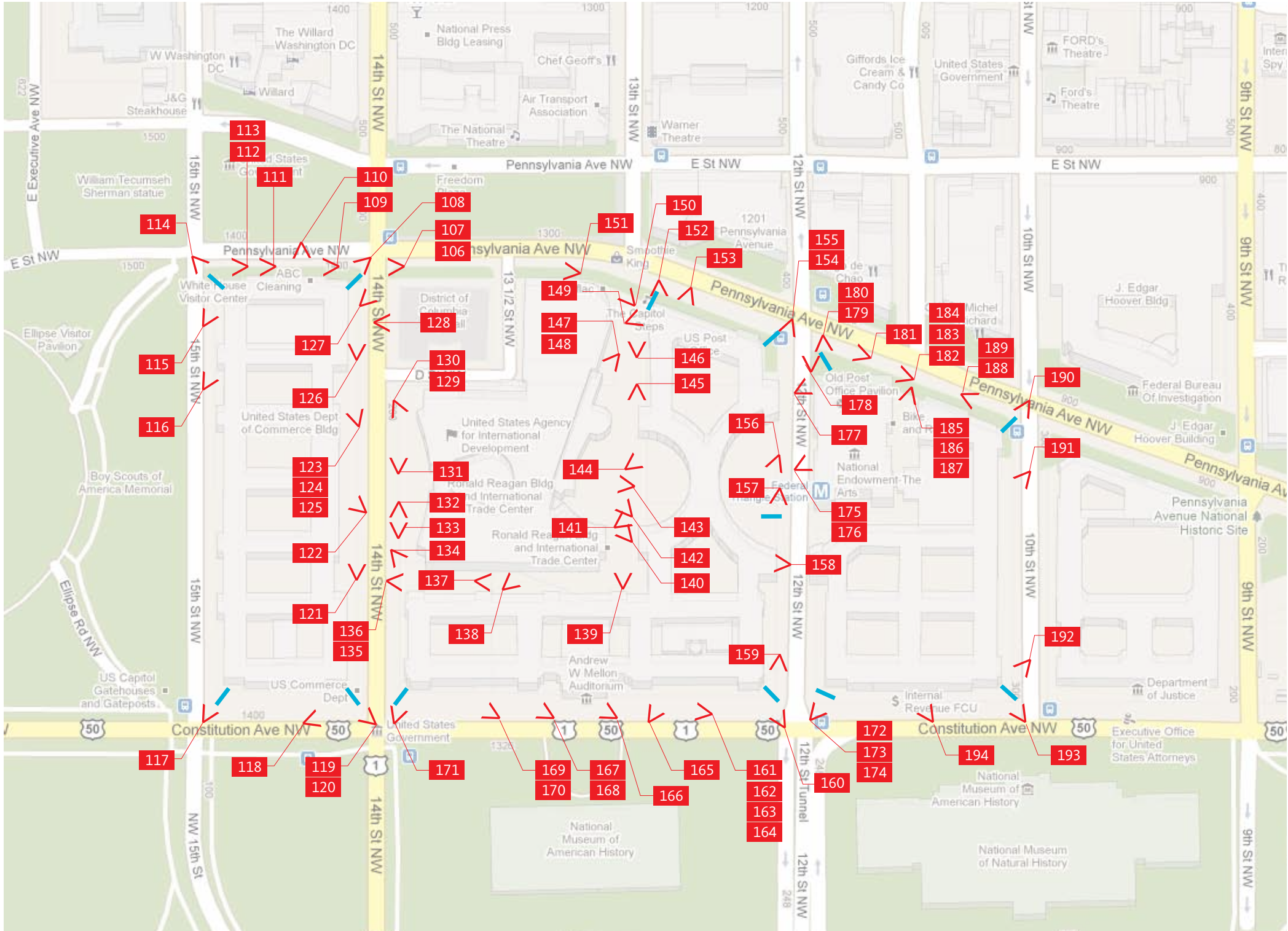


# Department of Commerce, International Trade Center, Old Post Office & IRS



- KEY:
- RIBBON SIGN
  - ▲ ENTRY POINTS
  - BID SIGN

# Department of Commerce, International Trade Center, Old Post Office & IRS



KEY:  
■ PROPOSED LOCATION SIGN

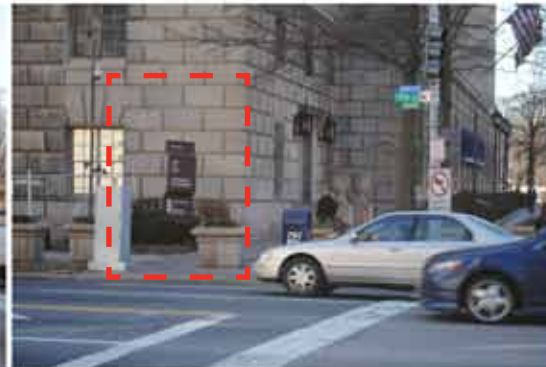


# Department of Commerce:

REFERENCE PLAN ON PAGE 11



106



107



108



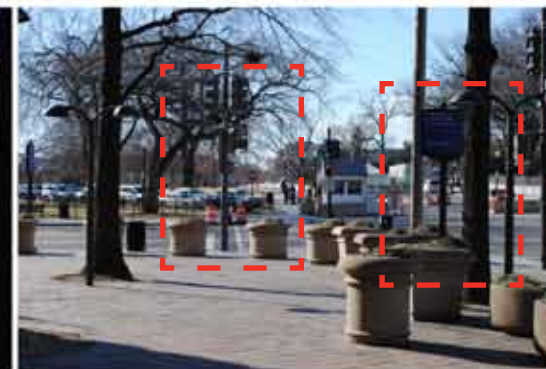
109



110



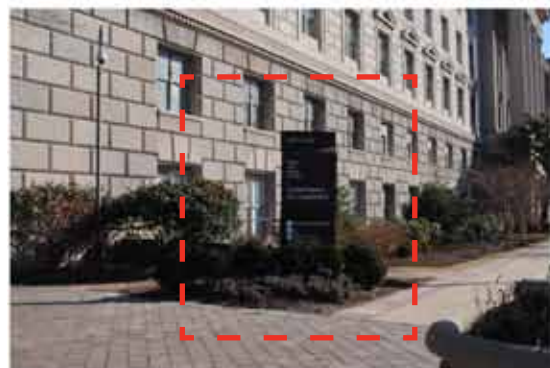
111



112



113



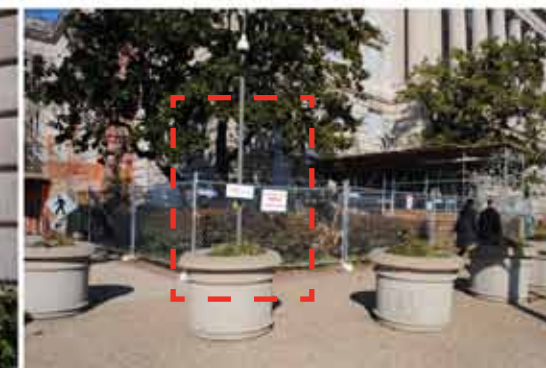
114



115



116



117

## NOTES:

- 106. View from Penn & 15<sup>th</sup>
- 107. Ribbon Sign on Penn & 14<sup>th</sup>
- 108. Ribbon Sign on sidewalk towards Constitution
- 109. Bus stop on sidewalk towards Penn & 15<sup>th</sup>
- 110. Directory Map
- 111. Visitor tour stop on Penn.
- 112. BID Signs on intersection of Penn and 4<sup>th</sup>
- 113. BID Signs on intersection of Penn & 15<sup>th</sup>
- 114. Ribbon Sign on wedge shaped area
- 115. Back of Ribbon Sign on wedge shaped area
- 116. Entry point from 15<sup>th</sup>
- 117. Intersection of Constitution & 15<sup>th</sup>. Under renovation.  
Ribbon Sign location

## COMMENTS:

- 114. Identify if wedge shaped area if optimal location for new signage placement for two sided legibility.
- 117. Coordinate for new signage once renovation is complete



# Department of Commerce:

REFERENCE PLAN ON PAGE 11

## NOTES:

- 118. Ribbon Sign at intersection of Constitution & 14<sup>th</sup>
- 119. Ribbon Sign at intersection of Constitution & 14<sup>th</sup>
- 120. Ribbon Sign at intersection of Constitution & 14<sup>th</sup>
- 121. Sidewalk view towards Pennsylvania
- 122. Entry with free standing signage directing visitors
- 123. National Aquarium sign
- 124. National Aquarium sign
- 125. National Aquarium entry
- 126. Bus stop on sidewalk towards Pennsylvania
- 127. View towards intersection of Penn & 14<sup>th</sup> (DC City Hall)
- BID Signs
- 128. Free standing sign leading visitors
- 129. Entry to US Agency of International Development

## COMMENTS:

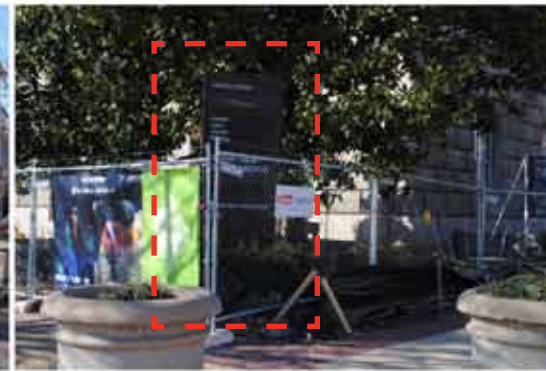
- 122. Better method of arrival identification is needed
- 127. Placement of Ribbon Sign is limited unless elevated in current condition



118



119



120



121



122



123



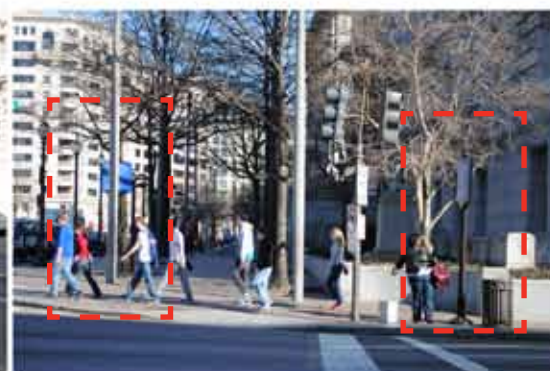
124



125



126



127



128



129



# International Trade Center:

REFERENCE PLAN ON PAGE 11

## NOTES:

- 130. View to open area on 14<sup>th</sup>
- 131. View to open area on 14<sup>th</sup>
- 132. View to open area on 14<sup>th</sup>
- 133. Banners leading visitors
- 134. Environmental Protection Agency Building
- 135. EPA Secondary entry
- 136. Alley towards Ronald Reagan Building
- 137. Alley towards Ronald Reagan Building
- 138. Building Identification Plaque/ Entry
- 139. View towards Ronald Reagan Building open plaza
- 140. Woodrow Wilson Center Entry
- 141. Sculpture

## COMMENTS:

- 134. Environmental Protection Agency Building has no Ribbon Sign on corner. Limited space in the corner
- 139. Ronald Reagan Building has no Ribbon Sign



130



131



132



133



134



135



136



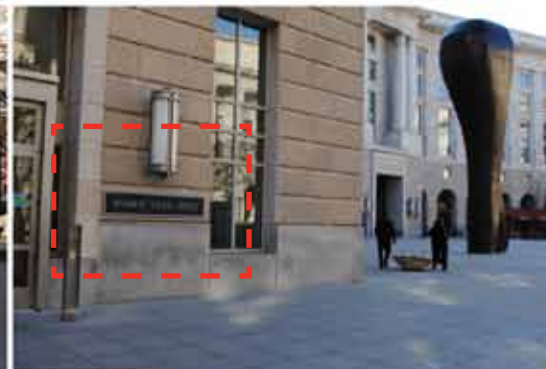
137



138



139



140



141



# International Trade Center:

REFERENCE PLAN ON PAGE 11

## NOTES:

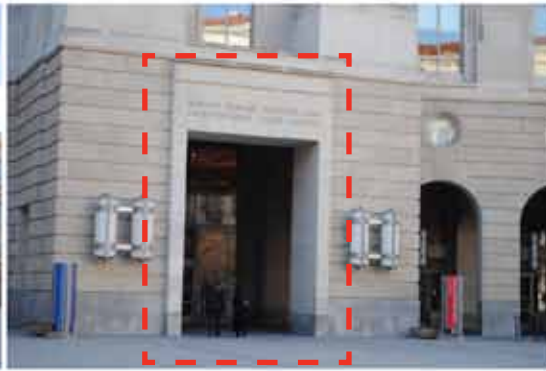
- 142. View to open area/Sculpture
- 143. Ronald Reagan Building entry
- 144. View to open area/Sculpture
- 145. View to open area
- 146. View towards Pennsylvania
- 147. Signage leading visitors
- 148. Signage leading visitors
- 149. Signage leading visitors
- 150. Open area adjacent to Pennsylvania Ave.
- 151. View towards intersection of Pennsylvania & 13<sup>1/2</sup> St.

## COMMENTS:

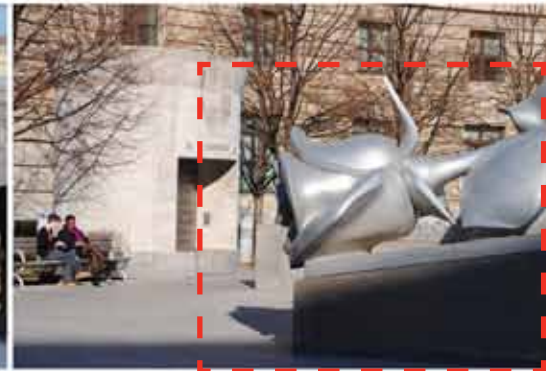
- 150. No Ribbon Sign for Ronald Reagan Building.



142



143



144



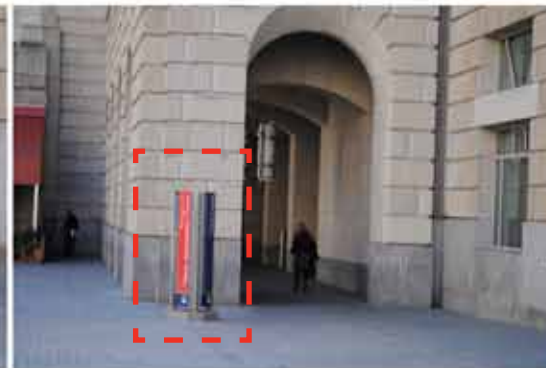
145



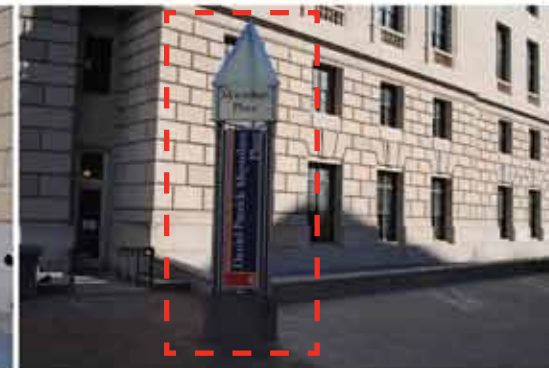
146



147



148



149



150



151



152



153



# Ariel Rios Federal Building:

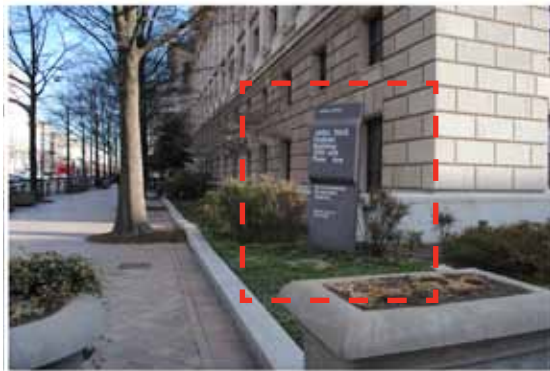
REFERENCE PLAN ON PAGE 11

## NOTES:

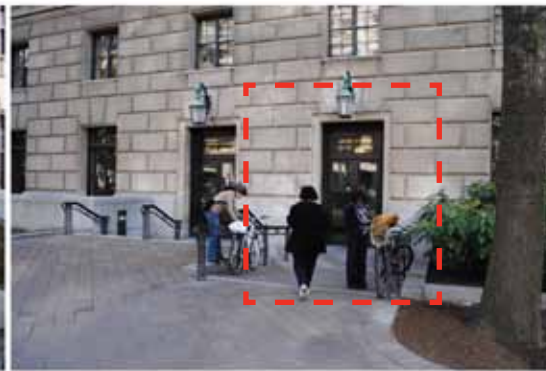
- 152. Ariel Rios Federal Ribbon Sign
- 153. Entry to building
- 154. Ribbon Sign on intersection of Penn & 12<sup>th</sup>
- 155. Ribbon Sign on intersection of Penn & 12<sup>th</sup>
- 156. Open area leading to Metro
- 157. Ribbon Sign
- 158. No entry sign on door
- 159. Ribbon Sign towards Constitution and 12<sup>th</sup>
- 160. Ribbon Sign on Constitution and 12<sup>th</sup>
- 161. Interpretive Signage
- 162. Interpretive Signage
- 163. Interpretive Signage
- 164. Interpretive Signage
- 165. Ribbon Sign on Constitution Ave.

## COMMENTS:

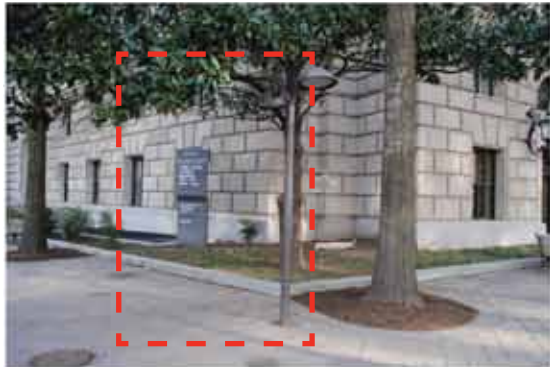
- 154. Tree in the middle of open location. Current placement is not visible from both sides



152



153



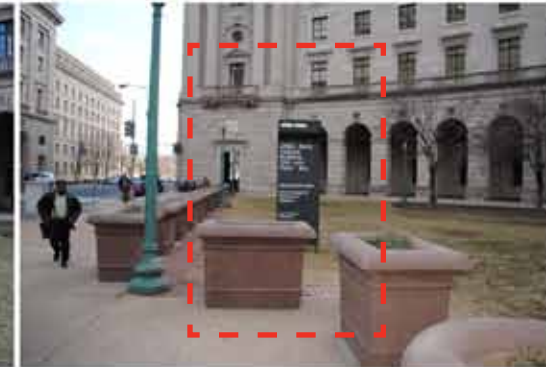
154



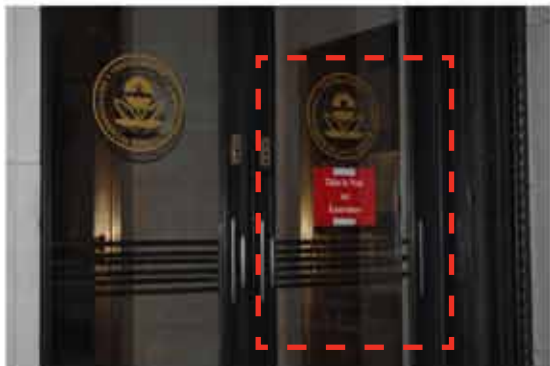
155



156



157



158



159



160



161



162



163



164



165



# EPA, Old Post Office & IRS Building:

REFERENCE PLAN ON PAGE 11

NOTES:

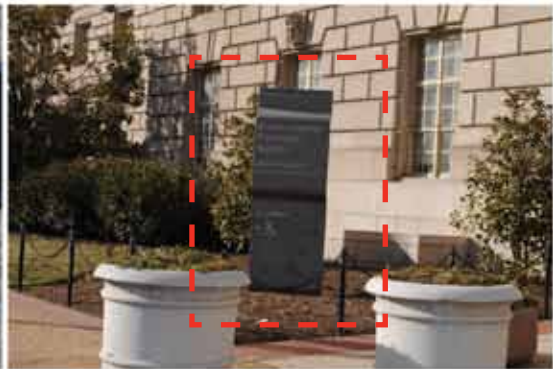
- 166. Building Identification Plaque
- 167. Ribbon Sign on Constitution Ave.
- 168. Ribbon Sign on Constitution Ave.
- 169. Interpretive Signage
- 170. Interpretive Signage
- 171. EPA Ribbon Sign on Constitution & 14<sup>th</sup>
- 172. IRS Ribbon Sign on Constitution and 12<sup>th</sup>
- 173. IRS Ribbon Sign on Constitution and 12<sup>th</sup>
- 174. IRS Ribbon Sign on Constitution and 12<sup>th</sup>
- 175. Accessibility leading signage
- 176. Directory elevated
- 177. Back of Ribbon Sign

COMMENTS:

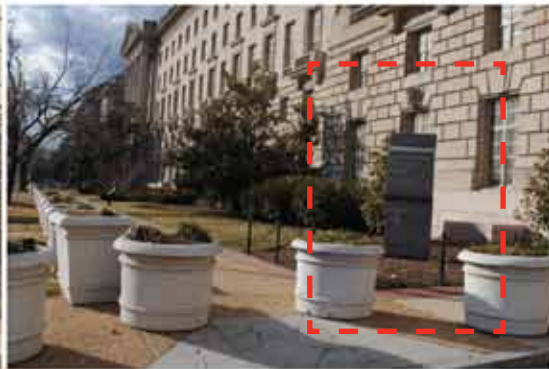
- 172. Space to locate new Ribbon Sign is limited
- 173. Obstruction from three sides. Look carefully!
- 177. Messaging on back of Ribbon Sign. Relocate sign to more open area



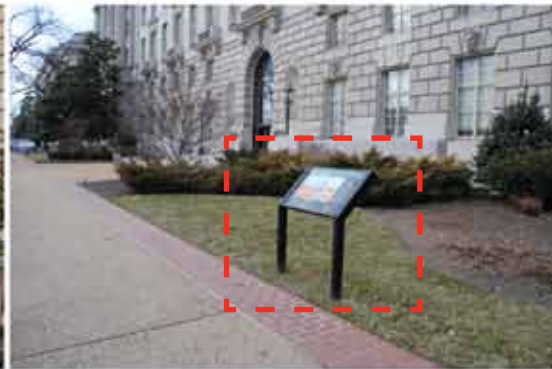
166



167



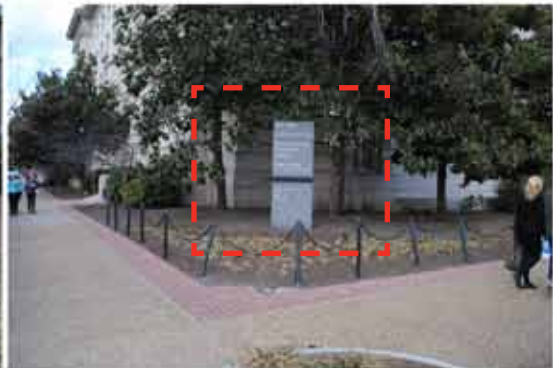
168



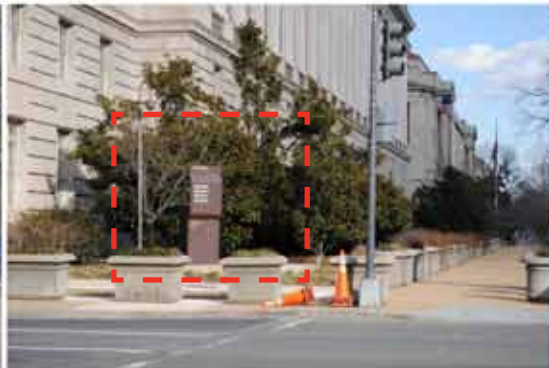
169



170



171



172



173



174



175



176



177



# EPA, Old Post Office & IRS Building:

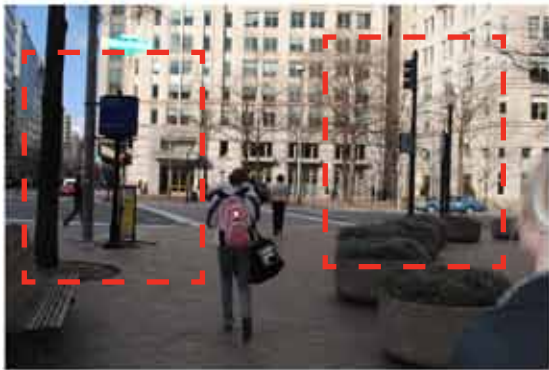
REFERENCE PLAN ON PAGE 11

NOTES:

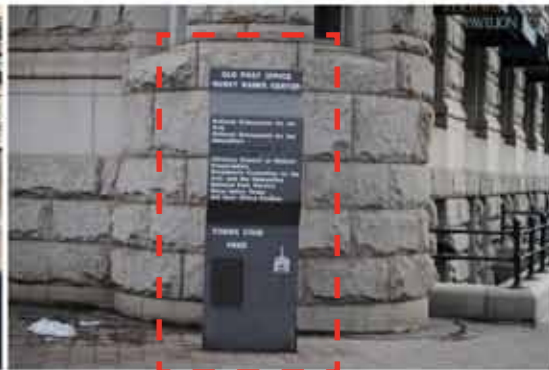
- 178. BID signs on intersection of Penn & 12<sup>th</sup>
- 179. Ribbon Sign for Old Post Office
- 180. Ribbon Sign for Old Post Office.
- 181. BID Signs on intersection of Penn & 12<sup>th</sup>
- 182. Ribbon Sign for Old Post Office
- 183. Ribbon Sign for Old Post Office
- 184. Ribbon Sign for Old Post Office
- 185. Open area. Entry to Pavilion
- 186. Open area. Entry to Pavilion
- 187. Open area. Entry to Pavilion
- 188. BID Signs on intersection of Penn & 10<sup>th</sup>
- 189. Back of Ribbon Sign

COMMENTS:

- 179. Location of Ribbon Sign inappropriate for double sided legibility. Relocate to more open area.
- 184. Excessive and unorganized messaging.



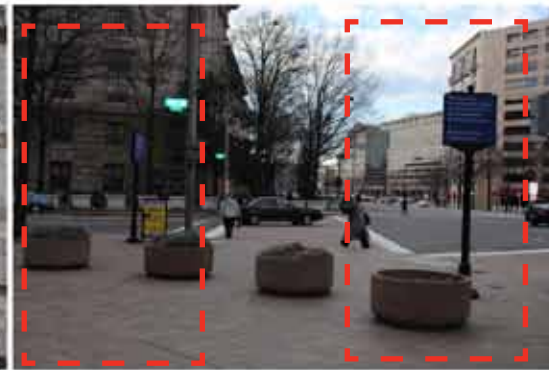
178



179



180



181



182



183



184



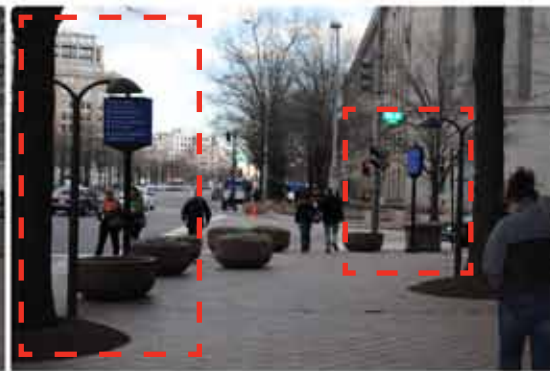
185



186



187



188



189

# EPA, Old Post Office & IRS Building:

REFERENCE PLAN ON PAGE 11

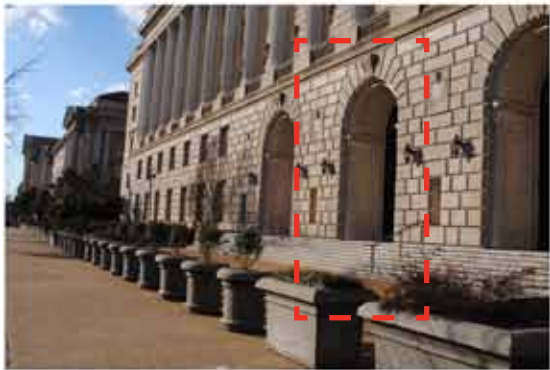


190

191

192

193



194

## NOTES:

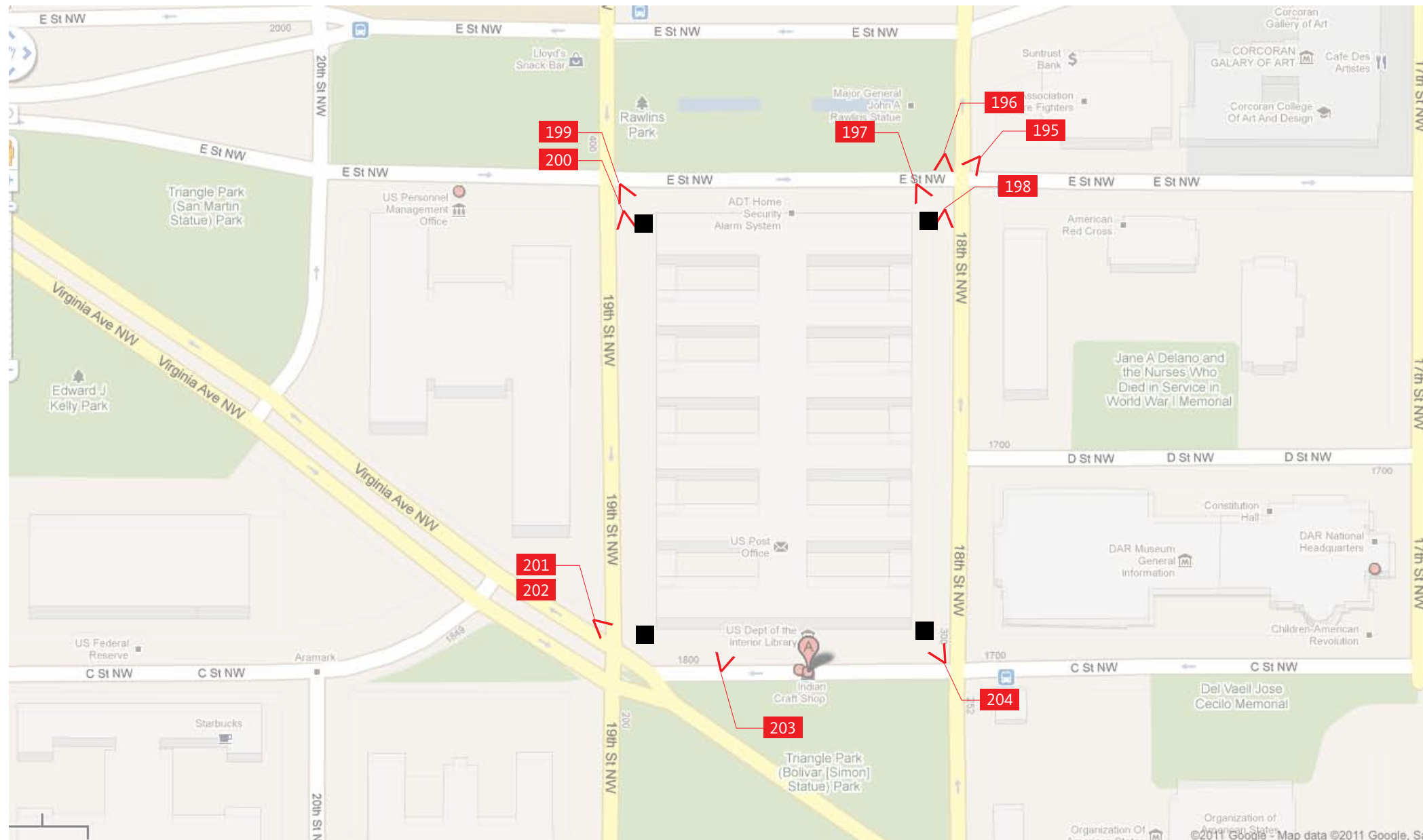
- 190. Ribbon Sign on Penn & 10<sup>th</sup>
- 191. Visitor Entry to IRS
- 192. Ribbon Sign on Constitution & 10<sup>th</sup>
- 193. Ribbon Sign on Constitution & 10<sup>th</sup>
- 194. Entry to IRS

## COMMENTS:

- 191. Entry lacks identification of arrival
- 194. Entry lacks sense of arrival



# Department of Interior

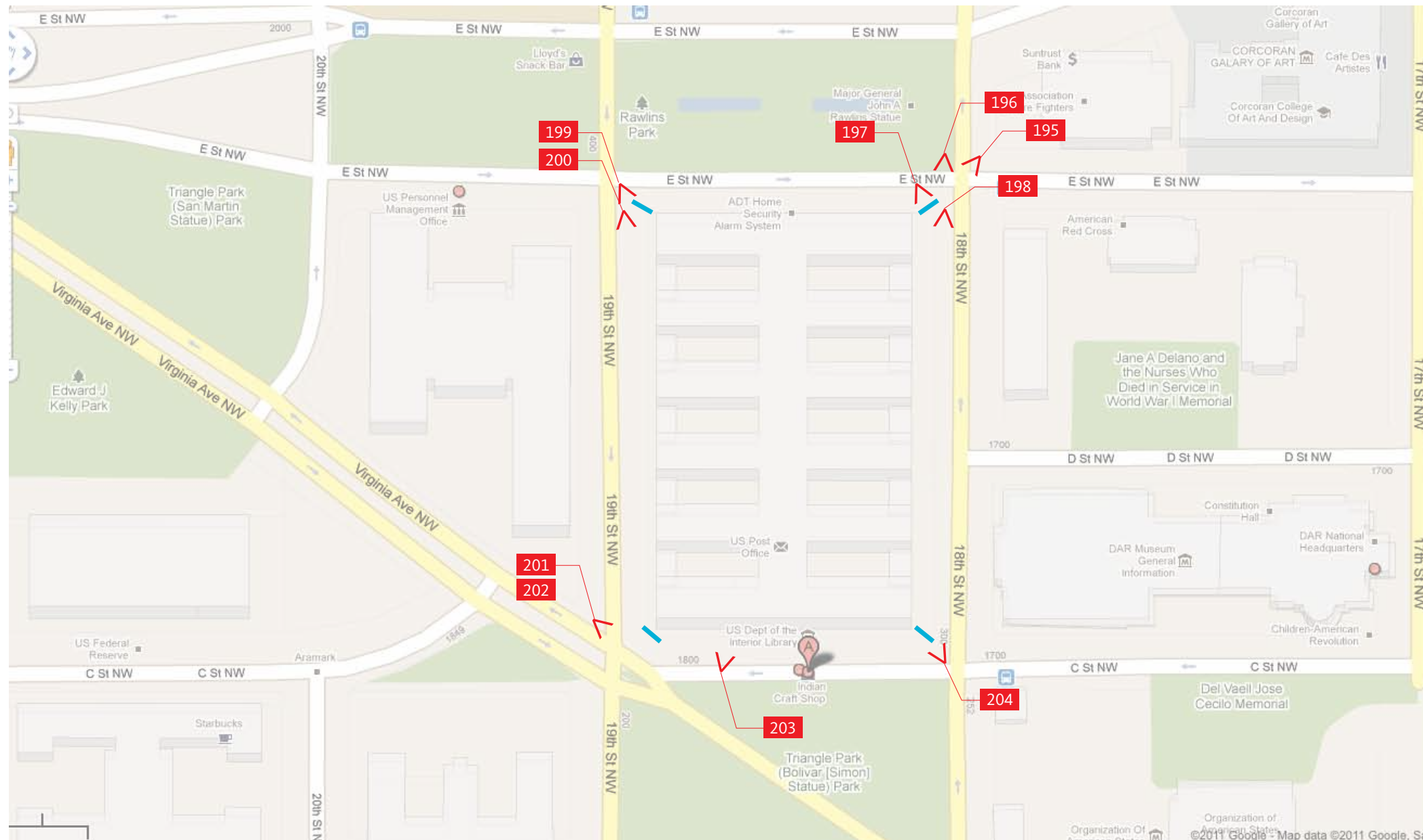


KEY:

■ RIBBON SIGN



# Department of Interior



KEY:

■ PROPOSED LOCATION SIGN



# Department of Interior

REFERENCE PLAN ON PAGE 20

## NOTES:

- 195. View from E and 18th Street
- 196. View from E and 18th Street from across building
- 197. Identity sign
- 198. View of sidewalk on 18th Street
- 199. View from identity sign on E and 19th Street
- 200. View of sidewalk on 19th Street
- 201. View from Virginia Ave. and 19th Street
- 202. View from Virginia Ave. and 19th Street
- 203. No smoking sign on Virginia Ave. side
- 204. View from identity sign on Virginia Ave. and 18th Street



195



196



197



198



199



200



201



202



203



204